VISION 2020
Webinar for Stakeholder Update and Input
May 11, 2015

Facilitated by NewForesight Consultancy
www.newforesight.com
March 2015: Signed MoU between the International Coffee Organization (ICO), the 4C Association and IDH, The Sustainable Trade Initiative (IDH)

Ted van der Put, Program Director of IDH
Melanie Rutten-Sülz, Executive Director of the 4C Association
Robério Oliveira Silva, Executive Director, ICO
Vision 2020 webinar for stakeholder update and input

Purpose of this webinar

1. **Share information** on the current status and content of Vision 2020
2. **Clarify your questions**
3. **Gather your input and ideas** and have you actively think with us on next steps
4. **Invite you all to participate** for next steps, further exchange and commitment
Vision 2020 webinar for stakeholder update and input

Agenda

Facilitation by: *Lucas Simons, NewForesight Consultancy*

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<th>Time</th>
<th>Agenda item</th>
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<tr>
<td>11:00-11:40</td>
<td><strong>Vision 2020 update: the why, what and how</strong></td>
<td>MoU partners (ICO, 4CA, IDH)</td>
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<td></td>
<td>• Aim and objectives</td>
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<td>• Strategy and principles</td>
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<td>• Foreseen activities</td>
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<td>• Workstreams</td>
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<td>11:40-12:10</td>
<td><strong>Your questions</strong></td>
<td>MoU partners (ICO, 4CA, IDH)</td>
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<td>12:10-12:45</td>
<td><strong>Collective thinking on next steps</strong></td>
<td>MoU partners (ICO, 4CA, IDH)</td>
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<td>12:45-13:00</td>
<td><strong>How can I participate? - Next steps</strong></td>
<td>Mauricio Galindo, ICO</td>
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Vision 2020 update: the why, what and how
Vision 2020 Task Force

Members

- Francesco Tramontin (Mondelez) - Chair
- Adriana Mejia Cuartas (FNC)
- Annette Pensel (4C Association)
- Cornel Kuhrt (Tchibo)
- Jenny Kwan (IDH)
- John Schluter (Café Africa)
- Keith Tyrell (PAN-UK)
- Linda Butler (Nestlé)
- Marcel Clément (Rainforest Alliance)
- Mauricio Galindo (ICO)
- Melanie Rutten-Suelz (4C Association)
- Rob Skidmore (ITC)
- Stefanie Miltenburg (DEMB)
- Ted van der Put (IDH)
The Vision 2020 campaign

Innovative collaboration for collective impact

- Vision 2020 is a **unique and innovative public-private sector collaboration** for the coffee sector

- that shares a **common vision and agenda**

- to **coordinate** sustainability efforts and investments, **avoid duplication** and **enable collaboration** both at national and global levels

- where **stakeholders can participate** with the final aim to **realize long-term collective impact** for the benefit of the coffee farming community and the entire sector
**What does Vision 2020 aim to achieve?**

**Our vision, aims and principles**

We build a **common public-private agenda** to realize **collective impact** on large-scale challenges for the **resilience and livelihoods of coffee farming communities** and the sector as a whole.

**Specific aims**

- Enable social, environmental and economic benefits for farmers by setting collective farm level goals
- Align and increase investment in sustainable coffee by coordinating funding

The following key principles will guide the further development of Vision 2020

**Key principles**

- Farmer-centric
- Agenda identification on systemic issues
- Multi-stakeholder movement
- Commitment to transformation
- Non-competitive collaboration
- Based on market needs
How do we achieve the Vision 2020 goals?

Foreseen activities of Vision 2020 backbone

- **Common agenda & collective action**: convening stakeholders to agree a common public-private agenda and coordinate collective action at global and national level
- **Advocacy** to influence the public and private sector
- **Reporting on progress** of the collaboration framework and collective action

Through existing and new workstreams:

**Backbone organizations & virtual secretariat**
- **ICO**: Governments
- **4CA**: Private sector & Civil society membership
- **IDH**: Public Private Partnerships & Donor Coordination

**How do you participate?**
### Vision 2020 Roadmap: concrete workstreams you can contribute to

#### Workstreams under Vision 2020 (1)

<table>
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<tr>
<th>Workstream</th>
<th>National Sustainability Curricula (NSCs)</th>
<th>Engagement of local stakeholders</th>
<th>National platforms</th>
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<tr>
<td><strong>What?</strong></td>
<td>• Participatory process of aligning national &amp; internat. sustainable development priorities, resulting in farmer training materials &amp; methodologies on basic level of sustainable production, endorsed by national authorities.</td>
<td>• Sustainability fora and exchange in collaboration with local/ regional partners to share learnings and not reinvent the wheel</td>
<td>• Public / private collaboration on a coffee sustainability agenda, targets, priorities &amp; shared responsibility in implementation</td>
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| **Actions so far (by MOU partners and others)** | • So far, NSCs are being developed for Vietnam, Brazil, Uganda, Tanzania, Indonesia, Colombia, Ethiopia - co-funded by SCP  
• Working with ICO to support nat. government endorsement  
• Roll out through public-private extension services | • Examples: Vietnamese Forum, African Coffee Sustainability Forum (with VCCB / AFCA and SCP/IDH, 4CA, other partners)  
• SustainabilityXChange online platform  
• Business Case Studies (by SCP) | • Examples: Vietnamese Coffee Coordination Board (VCCB) established; Indonesian Coffee Platform recently launched (SCOPI) - co-funded by SCP  
• Creation of / input into national policy  
• Ownership of public sector |
### Vision 2020 Roadmap: concrete workstreams you can contribute to

**Workstreams under Vision 2020 (2)**

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<th>Workstream</th>
<th>Financial Literacy &amp; Access to Finance</th>
<th>Climate Change</th>
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<td><strong>What?</strong></td>
<td>• Workstream under development with ICO, 4CA, IDH and further partners (Eastern Africa)</td>
<td>• Focus on increasing farmers’ capacity to adapt to changing climate</td>
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<td><strong>Actions so far (by MOU partners and others)</strong></td>
<td>• First successful expert workshop held on Feb 10th, 2015 in Nairobi</td>
<td>• Collaboration with climate initiatives and governments to roll out (start in Brazil, Vietnam, East Africa, Colombia, Indonesia, Ethiopia with coffee &amp; climate) - co-funded by SCP</td>
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<td>• SCP, IDH, 4C Association, Café Africa, AFCA, ICO, Initiative for Smallholder Finance, DEG will follow up on country level and individual topics</td>
<td>• Examples: tool box of good practices by c&amp;c, workshops, trainings etc.</td>
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**Emerging Workstreams on other topics**

- **Gender and youth**
  (coffee as a family business)

- **Sustainability standards’**
  (following a joint draft position paper of RA/SAN, UTZ and Fairtrade)
Vision 2020 is an ongoing process

Recap of the Vision 2020 Dialogues to date

June 2013

- Multi-stakeholder workshop initiated by the 4CA
  - 43 thought leaders from the coffee sector strongly confirmed the need for an effective convening space for sustainability and willingness to collaborate

- Vision 2020 Task Force of 4CA members to follow up on workshop outcomes; firm belief that a new form of cooperation is needed in tackling the systemic sustainability challenges present in the coffee sector

Meanwhile

- Extension of the Task Force with non-4CA members: ICO, IDH, DEMB & ITC
  - Aims, principles, strategy and activities for Vision 2020 developed
  - Concrete workstreams agreed on and advanced: joint work of ICO, 4CA, IDH & The Sustainable Coffee Program based on draft MoU for alliance

March 2015

- Signing of a MOU between ICO, 4CA and IDH: the biggest non-exclusive public-private alliance in the international coffee market to date

May 2015

- Now: Invitation to provide input, shape and contribute to Vision 2020
What will be the next steps for Vision 2020?

Next steps

- **Reflection of your feedback** in Vision 2020 plans

- **Presentation to 4CA General Assembly**: Vision 2020 proposal and the role of 4C Association going forward, aiming at approval by membership

- **Further engagement** with governments (via ICO), donors & funders (via IDH, ICO), other key sector stakeholders (4CA, IDH)

- **Advancement of concrete workstreams** with MoU Partners and interested initiatives, companies, organizations

Continue your participation:

- **Launch of Vision 2020 campaign** in context of the International Coffee Day
- **Planning workshop for input & co-creation**

After May 11

June 10

October/ Q4 (TBC)
Further Testimonials

Why is Vision 2020 important?

• Ric Rhinehart - SCAA: What has become abundantly clear to me is that the challenges facing coffee are extraordinarily complex and endemic to small holder agriculture. Knowing this has made it inconceivable that any one company, government or institution can successfully address them. It is my heartfelt belief that only a widely adopted, sincerely supported and thoughtfully constructed collaborative impact model will be up to the task, and this is my abiding interest in Vision 2020.

• Stefanie Miltenburg - DEMB: We participate and invest in the IDH Sustainable Coffee Program and validate the efforts of the 4C Association. Vision 2020 builds on the work done by both initiatives and is the next step forward in building a healthy and thriving coffee sector. The partnership with ICO is crucial to encourage governments of coffee producing countries to align with the objectives of the Vision 2020 campaign.

• John Schluter - Café Africa: We see a growing number of public private platforms in Africa’s coffee producing countries. Government and business need to learn new ways to work together. It takes time and effort on both sides to build the relationships of trust on which this depends. Vision 2020 can provide technical input and shared learning for the critical issues faced by a national coffee sector. Above all, it can model the dynamic of building trust through these platforms, be they at national, regional, or district level, which will empower the farmers to achieve long-term sustainability.

• Francesco Tramontin – Mondelez: Vision 2020 represents a unique opportunity to align interventions in coffee sustainability and build a truly shared agenda, for the benefit of the farmers. What ICO, IDH/SCP and 4C can achieve by working together is unlike anything else we have seen in the sustainability arena and beyond the usual platforms and roundtables.
Your questions

Summary of incoming questions from participants

1. **How is Vision 2020 going to look like – will there be a separate organization or institution?**

2. **What will success look like?**

3. **How can I participate?**
Collective thinking on next steps
Collective thinking on next steps

Our questions to you

1. **Your general feedback: Added value and the right conditions**
   - Which aspects of Vision 2020 are most important to you and your work?
   - Under what conditions would the Vision 2020 collaboration framework work best?
   - What would success look like?

2. **Workstreams:** National Sustainability Curricula; Engagement of local stakeholders; National platforms; Financial literacy & Access to finance; Climate Change; (Gender & Youth; Sustainability standards)
   - Are these the issues you would like to see addressed collectively under Vision 2020?
   - Other suggestions?
   - How do you see your organization’s role in these concrete activities going forward?

3. **Name:** Vision 2020 could become The Global Coffee Alliance
   - Do you agree this is the right name? Other suggestions?
How to participate?
Invitation to actively participate

Upcoming events

- We will share a report of the webinar outcomes with all participants

- **Interested in knowing more / participating in one of the V2020 workstreams or workshops?** Send an email to any of the following contact persons of the MoU Partners:
  - Annette Pensel - Secretary V2020 Task Force ([annette.pensel@4c-coffeeassociation.org](mailto:annette.pensel@4c-coffeeassociation.org))
  - Jenny Kwan ([Kwan@idhsustainabletrade.com](mailto:Kwan@idhsustainabletrade.com))
  - Mauricio Galindo ([galindo@ico.org](mailto:galindo@ico.org))

- **Upcoming workstream workshops:**
  - Sustainable Farming as a Family Business - Gender & Youth
  - Potential workshop on Climate Change

- **Vision 2020 Planning workshop** (tbc) – Q4 2015

- **ICO meetings in Milan** - October 2015:
  - Launch of the Vision 2020 campaign
Thank you